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Shara Hair SA



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Get to know **Shara Hair.**



Introduction

There are businesses that are not only revolutionizing industries in the world today but they are also investing in their economies, they pave the way for other businesses to come into the industry. How many of those businesses exist in South Africa, you might presume? The answer is not enough. However some of these companies which exist are catapulting South Africa immensely and are setting it up for greater. Shara hair is one of these businesses.



What is Shara Hair?

Shara 'Authentic Virgin' Hair, sells high quality hair at the most affordable prices, the hair is literally yours for the taking. If Shara was a woman she would be caring, nurturing, giving, intelligent and a relatable woman. She's the girl next door but she's also fierce, and has a happy demeanor. She is spicy and she oozes confidence. She is a proudly African woman who is undeniably and authentically herself.

Shara Hair is a Joburg based business that will make your bad hair days non-existent. With a core market of low-to-middle income customers. Over the years they have seen stores in Johannesburg, Namibia, Pretoria, Witbank, Nelspruit, Bloemfontein soon to be in Harare, Zimbabwe. The business also launched their digital online store at www.sharahair.co.za with a Shara Hair app on the way.





About The Business

Shara hair was established in 2016, at a time where people were paying high prices for hair, and some simply had to go without it. Shara did not want to sell hair at high prices, they wanted to keep their rates low so as to make the hair more attainable to the masses, the mission was to allow most women the opportunity to have good hair and to feel confident. When hair is expensive and some women cannot afford it, it makes them question their worth. The goal was to eradicate the idealized perception of beauty which was just a façade. Shara wanted to show women that the beauty they seek was attainable and it still is. Shara is for every woman from any background, we cater to the culture of women who want to look good.

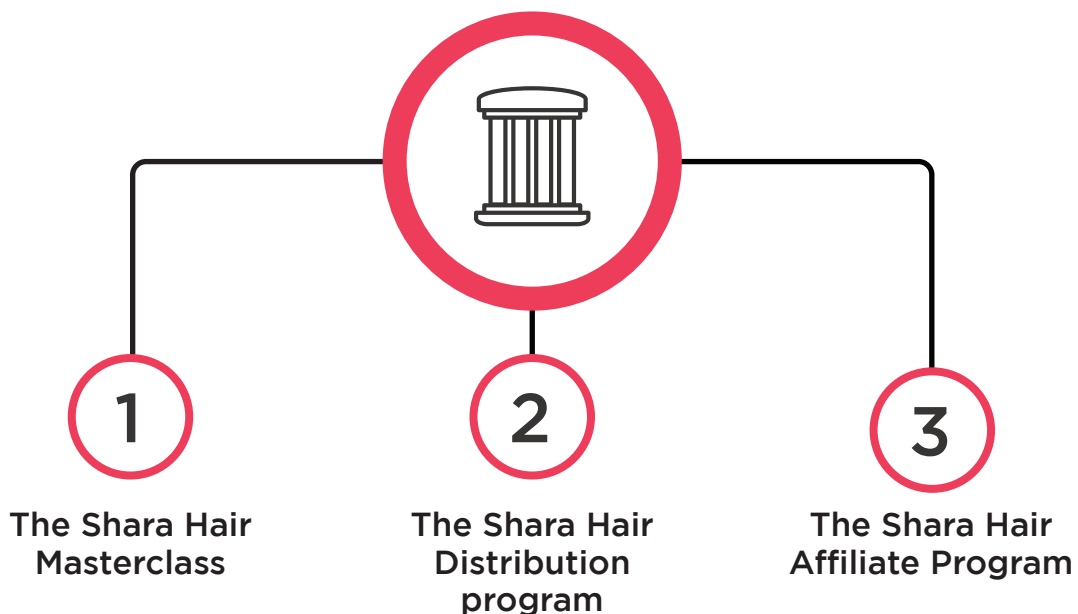
The company's ethics are the foundation the business was built on. Women empowerment, employment, education, investments and a huge emphasis on working with local brands, creatives and service providers are all integral to Shara Hair's day to day business. Shara hair is a trailblazer in the modern approach to selling hair, with other distinctive niches to the business, we will take a dive into these next as we have a look at 'The impact of Shara Hair' detailing the various business and woman empowerment opportunities the business has to offer.



☆ Our Impact

Shara Hair has laid the basis for having competitive advantage in the hair industry in South Africa by having the most affordable prices for high quality hair, which has had an incredible impact on more women gaining their confidence. The business has contributed to the South African economy by collaborating with local brands, agencies and talent.

They continue to create original content for their websites, store catalogs, adverts etc. using local creatives, as opposed to plagiarizing content from other businesses online as we have seen many other companies do. Shara Hair has business opportunities for people to benefit from, these programs aim to empower individuals with not only knowledge but also opportunities to earn cash, these all fall under the 'Shara Hair Business Opportunities' which has 3 main pillars





The Masterclass

Shara hair promotes entrepreneurship and to date has helped over 2000 women start their own businesses through the Shara Hair Masterclass, where aspiring & existing entrepreneurs in the beauty industry can learn the skill of making factory made wigs using a machine, which is a very niche skill in the industry right now. They also get taught about the working environment and what skills can set them apart from the rest of their competitors.

There are prominent business individuals who are invited to come and speak to the students in the classes, hearing success stories from other successful business owners. These students also receive certification after completion of the Masterclass. This in turn helps to promote education, entrepreneurship and gives the students incentive to learn. Most students go on to use this niche skill of factory wig making to advance their own business or those of others.





The Wholesale Program

The Wholesale program sells hair to business owners at lower wholesale rates, allowing them to add their mark ups and sell the hair under their own businesses, the distribution program is the backbone and supplier to 100's of business owners in the industry. The wholesale programme has been built to be the first ever distribution program in the African hair industry and we cater to hair sellers in SADC. The advantage of joining the Masterclass is that you automatically qualify for the distribution program.





The Affiliate Program

The Shara hair affiliate programme is a network marketing driven program where individuals sign up to the program by paying a R350.00 once off fee, they will then receive their own referral link, which they can send to anyone to purchase from the Shara hair website. The affiliate program is engaging and effective, and helps you gain an income as you will receive 10% commission on everything sold using your link.

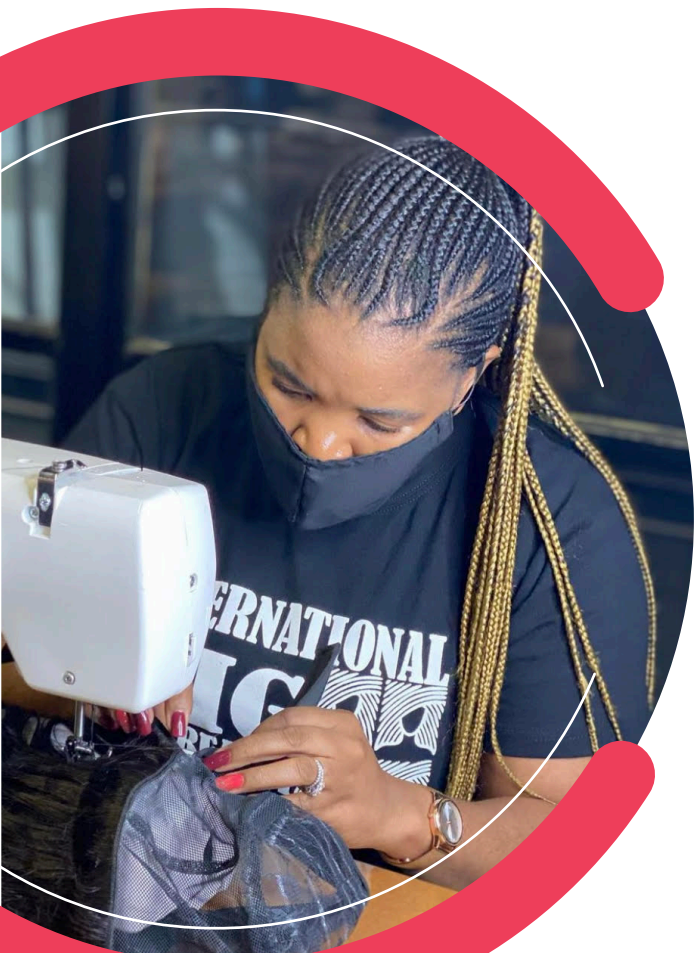
You will be earning without having to do any admin besides sharing your link, Shara Hair affiliate members have made over R1 million in sales, in less than a year since the program was launched. It is evident that Shara has impacted a lot of people through which you can see from their social media platforms which have a combined following of 300 000+ followers. Join the program today and leverage the power of Shara Hair.





Conclusion

Shara Hair came into the hair industry to disrupt it and has been an integral part of the growth and advancement of the beauty industry in South Africa. There is still a lot more that we are yet to achieve, but we believe that we are going to succeed, as we continue uplifting our economy and empowering women. The programs that Shara has will continue to be available and they will develop even further. You cannot put Shara in a box, she's changing the narrative of the hair industry in South Africa - one inch at a time.





Thank You

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www.sharahair.co.za